



LB UK TELECO CASE STUDY

VIDEO TRANSCRIPT

Keeping existing customers has a positive impact on revenue. But when customers are constantly switching service providers, how can you convince your customers to stay?

A multinational telecommunications company was struggling to improve their customer retention rate for TV and broadband customers.

Through advanced analytics, and our support they zeroed in on the root cause of service cancellation and developed a holistic retention approach that starts with SynOps— Accenture's operating engine that combines the power of people, technology, data and intelligence.

By upskilling retention specialists and creating a retention toolkit, specialists have what they need to offer great customer experiences in the moments that matter—the touchpoints that decide whether a customer stays or goes.

And for the telecom provider, more customers are staying:

927,000 customers retained in 16 months, a 65% increase in customer retention.

In that same time, they saw a 70% improvement in recurring monthly bill charges, gaining over \$33 million in revenue.

Gaining deeper insights into customers, has created an intelligent customer service environment—one that takes a smart approach to customer retention.

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